



**WFLA**  
**200 S. Parker Street**  
**Tampa, FL 33606**  
**(813) 221-5771**

# CONTRACT

<u>Contract / Revision</u> 870678 /		<u>Alt Order #</u> 25151474
<u>Product</u> <b>ISSUE</b>		
<u>Contract Dates</u> <b>10/18/16 - 10/24/16</b>		<u>Estimate #</u> <b>4561</b>
<u>Advertiser</u> <b>POL/Priorities USA Action</b>		<u>Original Date / Revision</u> 05/27/16 / 10/18/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WFLA</b>	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Targeted Platform Media**  
**1291 Hollywood Avenue**  
**Annapolis, MD 21403**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	10/18/16	10/24/16	Tonight Show	Tonight Show		:30				NM	1	\$1,980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$1,980.00				
N 2	WFLA	10/18/16	10/24/16	Last Call	M-F 137-205a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$220.00				
N 3	WFLA	10/18/16	10/24/16	M-F 4-5p	4-5p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$1,100.00				
N 4	WFLA	10/18/16	10/24/16	Local 6p News	6-630p		:30				NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$2,450.00				
N 5	WFLA	10/18/16	10/24/16	Local 7p News	7-730p		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$1,350.00				
N 6	WFLA	10/18/16	10/24/16	M-F 730-8p	730-8p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$1,100.00				
N 7	WFLA	10/22/16	10/22/16	SNL	Sa 1130p-1a		:30				NM	1	\$3,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$3,080.00				
N 8	WFLA	10/22/16	10/22/16	Local Sa 7a News	7-8a		1:00				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$1,100.00				
N 9	WFLA	10/23/16	10/23/16	Su 12p News	12-1p		1:00				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$1,350.00				
N 10	WFLA	10/23/16	10/23/16	WFLA 7a News Su	Su 7-8a		1:00				NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$330.00				
N 11	WFLA	10/23/16	10/23/16	Local Su 9a News	9-10a		1:00				NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract Dates</u> 10/18/16 - 10/24/16	<u>Product</u> ISSUE	<u>Estimate #</u> 4561
<u>Advertiser</u> POL/Priorities USA Action		<u>Original Date / Revision</u> 05/27/16 / 10/18/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$2,200.00				
N 12	WFLA	10/20/16	10/20/16	Thur 10p Blacklist	10-11p		:30				NM	1	\$14,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	---T---				1	\$14,300.00				
N 13	WFLA	10/18/16	10/24/16	Late News M-Su	M-Su		:30				NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTFSS				1	\$4,400.00				
N 14	WFLA	10/18/16	10/24/16	Tonight Show	Tonight Show		1:00				NM	2	\$7,920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$3,960.00				
N 15	WFLA	10/18/16	10/24/16	Last Call	M-F 137-205a		1:00				NM	2	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$440.00				
N 16	WFLA	10/18/16	10/24/16	M-F 4-5p	4-5p		1:00				NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$2,200.00				
N 17	WFLA	10/18/16	10/24/16	Local 6p News	6-630p		1:00				NM	1	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				1	\$4,900.00				
N 18	WFLA	10/18/16	10/24/16	Local 7p News	7-730p		1:00				NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$2,700.00				
N 19	WFLA	10/18/16	10/24/16	M-F 730-8p	730-8p		1:00				NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$2,200.00				
N 20	WFLA	10/18/16	10/24/16	Late News M-Su	M-Su		1:00				NM	2	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTFSS				2	\$8,800.00				
N 21	WFLA	10/22/16	10/22/16	Local Sa 6a News	6-7a		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				2	\$225.00				
N 22	WFLA	10/19/16	10/21/16	Today Show 3	12-1258p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--WTF--				1	\$900.00				
<b>Totals</b>								0.00				29	\$81,810.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	29	\$81,810.00	(\$12,271.50)	\$69,538.50
<b>Totals</b>	29	\$81,810.00	(\$12,271.50)	\$69,538.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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